



2024 SERIES IN NUMBERS





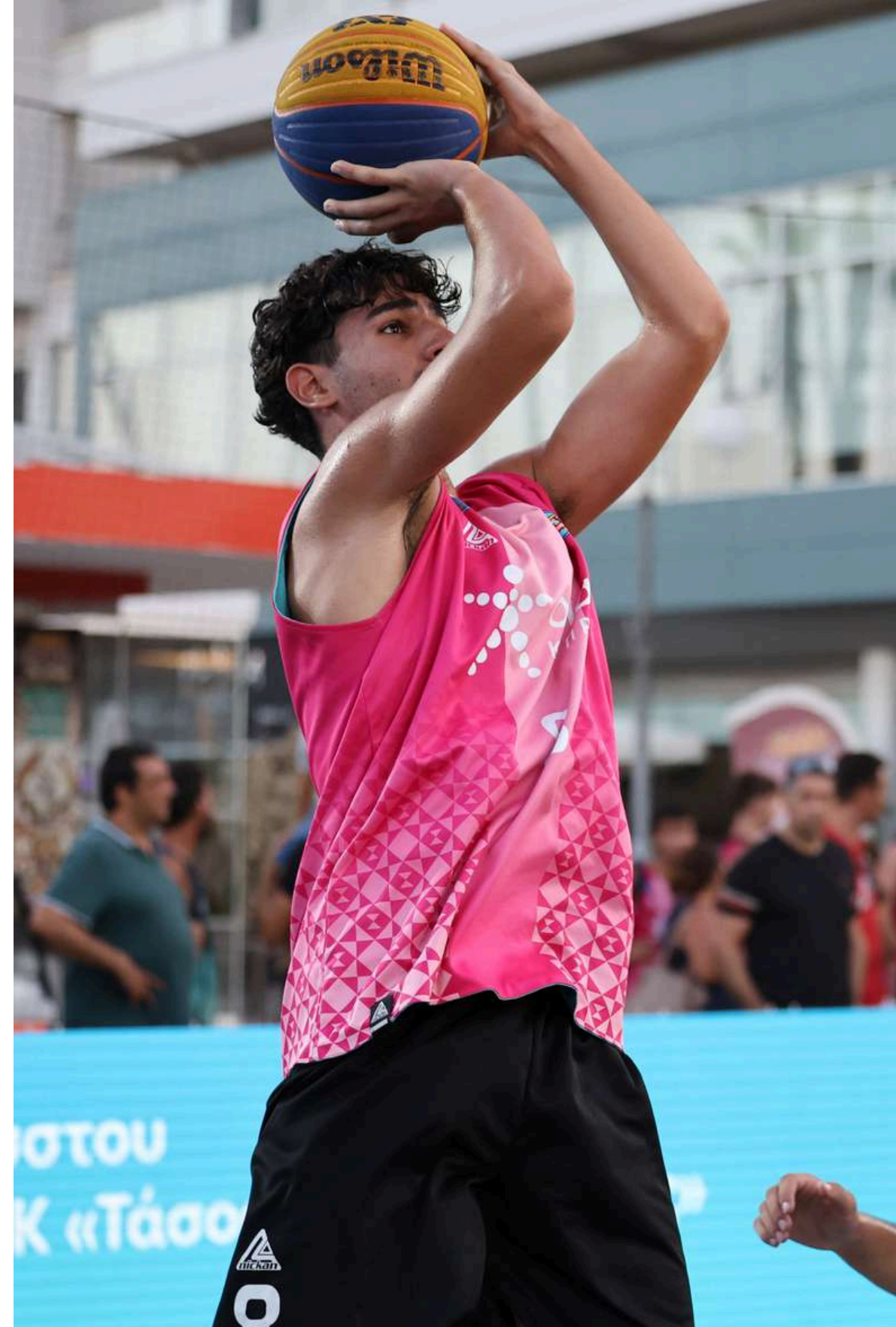
WHO WE ARE

3on3 Cyprus LTD is the official organising party for 3x3 Basketball Tournaments in Cyprus. We are official affiliates of the Cyprus Basketball Federation hosting official Fiba endorsed events.

Opap Cyprus 3X3 mission is all about taking basketball back to the streets, proving that, through sports and sportsmanship values, our communities can become better places for future generations.

Opap Cyprus 3x3 is all about promoting the sport 3X3 basketball around the island, establishing high calibre tournaments as an, annual tradition, as well as becoming among the top streetball tournaments in the World.

OPAP Cyprus 3X3 2024 was held in 6 provinces, OPAP Nicosia 3X3, OPAP Paphos 3X3, OPAP Ayia Napa 3x3, OPAP Platres 3X3, OPAP Larnaca 3X3, OPAP Limassol 3X3, and OPAP Cyprus 3x3 Finals.





6 PROVINCIAS

7 TOURNAMENTS

228 TEAMS

414 GAMES

27K SPECTATORS

28 HOURS LIVE-STREAMED

2024



OPAP CYPRUS 3X3 FINALS

1 CATEGORY

9 TEAMS

12 GAMES





4 HOURS LIVE-STREAMED



2024



ONLINE:

-  **7,7K FOLLOWERS**
-  **6,1K FOLLOWERS**
-  **79,6K VIEWS**
-  **23,6K VISITORS**

2024



16,1K FOLLOWERS IN TOTAL

2,2M REACH

9,7M IMPRESSIONS

358K INTERACTIONS

2,8M VIDEO VIEWS

2K CONTENT IN TOTAL

www.cyprus3x3.com

(9 MONTHS PERIOD)



2024

FACEBOOK & INSTAGRAM

PERFORMANCE IN 9 MONTHS

www.cyprus3x3.com

4,8M

IMPRESSIONS

77,3K

PAGE VISITS

1,5M

REACH

117K

CLICKS

2,1M

VIDEO VIEWS

+2,4K FOLLOWERS SINCE 2023 SERIES



2024

TIKTOK

PERFORMANCE IN 9 MONTHS

www.cyprus3x3.com

528K

IMPRESSIONS

792

WATCHED HOURS

309K

UNIQUE VIEWERS

18,1K

ENGAGEMENTS

+676 FOLLOWERS SINCE 2023 SERIES



2024

GOOGLE ADS & YOUTUBE

PERFORMANCE IN 9 MONTHS

www.cyprus3x3.com

693K

IMPRESSIONS

5,3K

LIVE-STREAM VIEWERS

81,8K

ENGAGEMENTS

1,5K

WATCHED HOURS ON
YOUTUBE

+750 HOURS WATCH TIME COMPARED TO 2023 SERIES



2024



AUDIENCE

TOP COUNTRIES:

Cyprus 70,6% | Romania
Greece | Serbia | Bulgaria
United Kingdom | United States

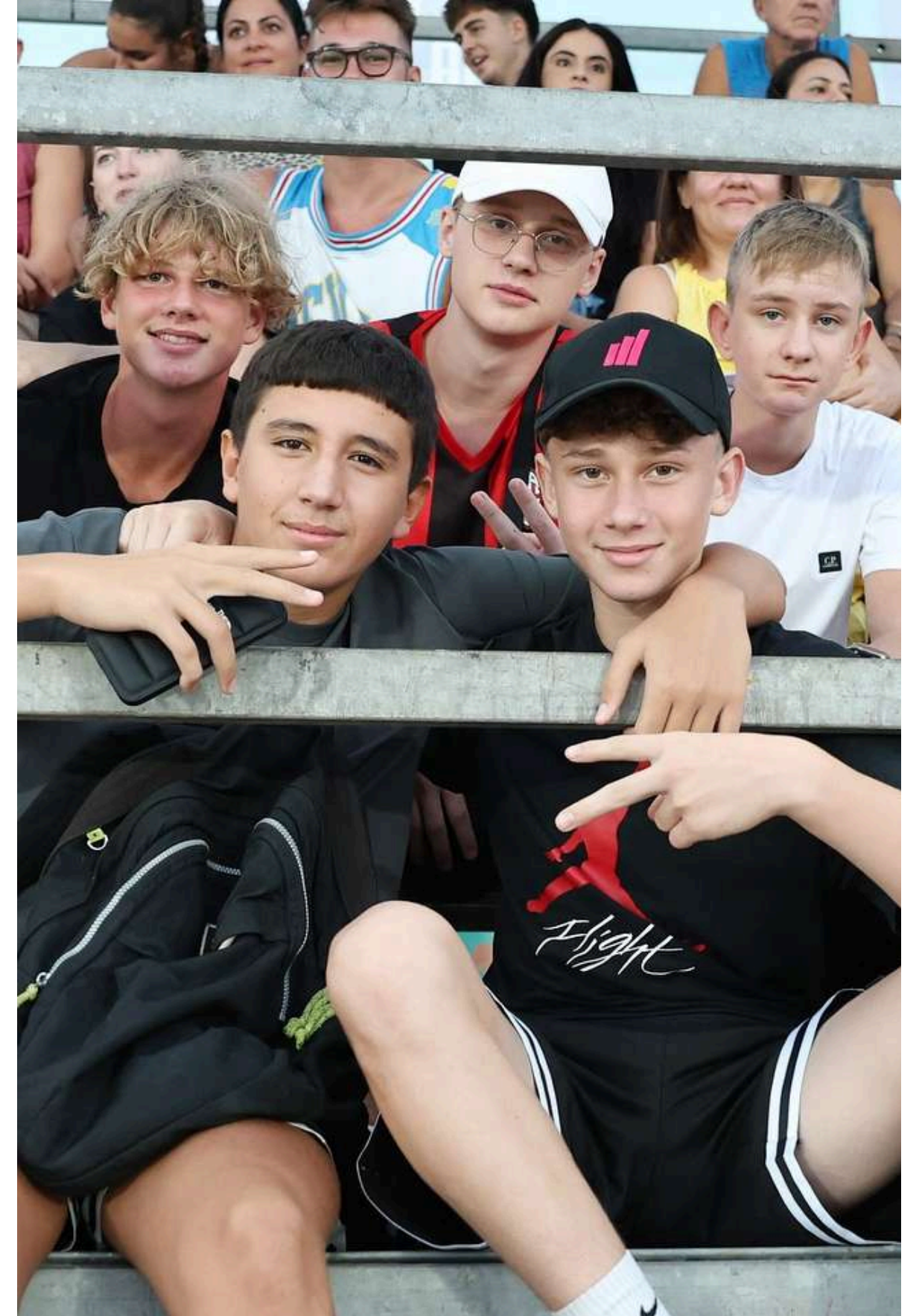
AGE:

18-24 12,9% | 25-34 26,1%
35-44 36,9% | 45-54 16,5%
55+ 7,6%

GENDER

60,9% MEN | 39,1% WOMEN

www.cyprus3x3.com



2024



2024

AUDIENCE

TOP COUNTRIES:

Cyprus 36,3%
Greece | United States
United Kingdom | Russia

AGE:

18-24 15% | 25-34 32,1%
35-44 36,7% | 45-54 12,6%
55+ 3,6%

GENDER

66,7% MEN | 33,3% WOMEN

OPAP PLATRES 3X3



www.cyprus3x3.com

2 CATEGORIES

15 TEAMS

53 PLAYERS





SIDE ACTIVITY

During the OPAP Platres 3x3 tournament, we conducted an educational session for our young players. Our referees and participating parents joined in as we covered the rules of 3x3 basketball, fundamental basketball skills, and the game structure.



OPAP PAPHOS 3X3



www.cyprus3x3.com

5 CATEGORIES

34 TEAMS

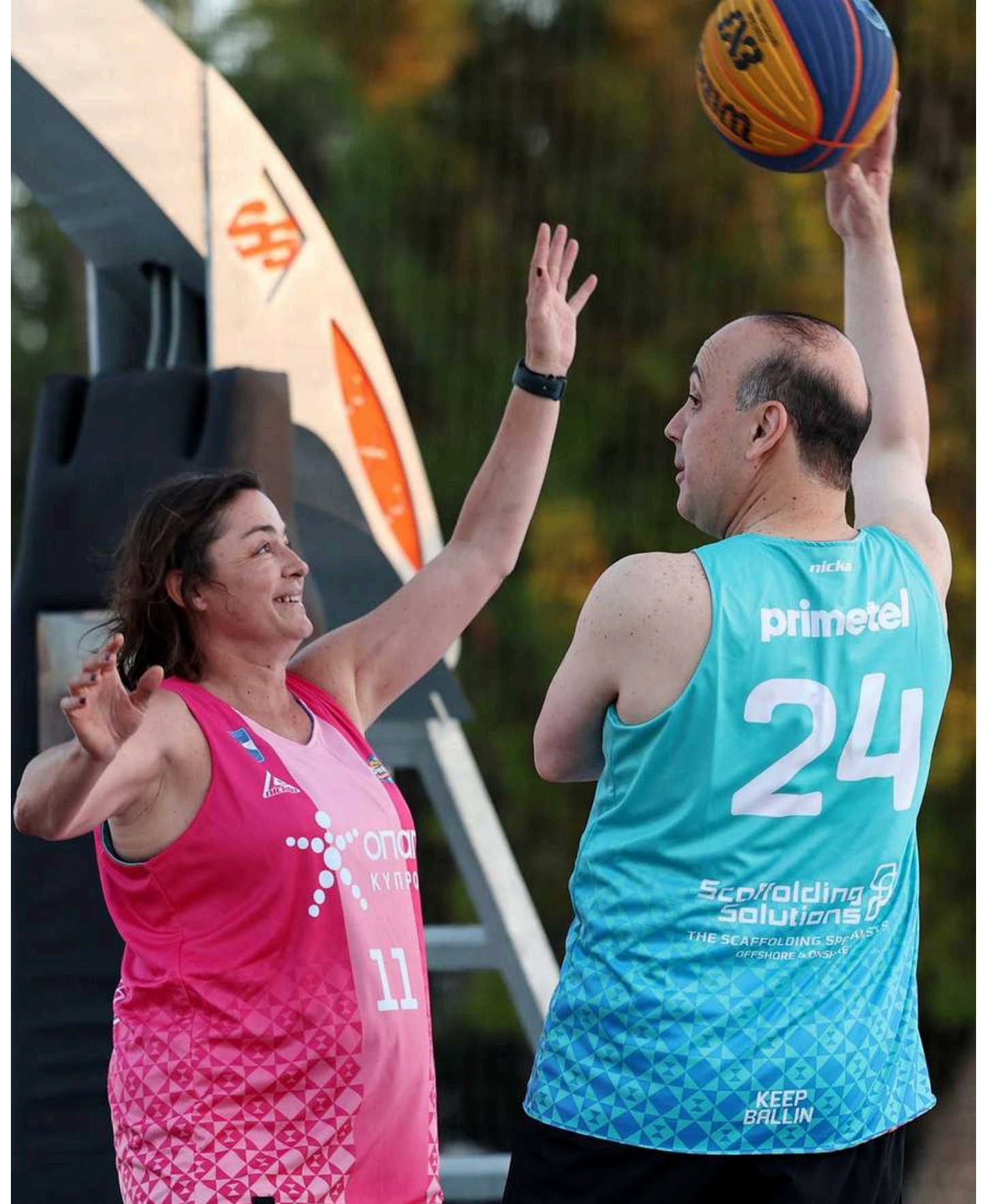
114 PLAYERS





CSR

The Community Game, Team Enavsma against the team of the Mayor of Pafos, for the support of Enavsma Foundation was held on June 16th as part of the OPAP Paphos 3x3. Enavsma Foundation, is a joint Scholarship Fund of the Thanos Hotels & Resorts Group and Round Table 7 Paphos. Established in 2018, the foundation has provided 19 scholarships for postgraduate students. Its expanded mission now includes supporting Cypriot youth across the island and increasing the number of scholarships available.



OPAP AYIA NAPA 3X3



www.cyprus3x3.com

4 CATEGORIES

23 TEAMS

82 PLAYERS





CSR

We had a pleasure of hosting a special activation at the OPAP Ayia Napa 3x3 on the morning of July 6th! In collaboration with Autism Support Famagusta and Ayia Napa Youth, and with the support of OPAP, we brought a fun and inclusive event to the tournament. Three local basketball stars, Michalis Koumis, Christos Pyrillis, and Simos Solomou, joined us to meet the kids, introduce them to the exciting world of 3x3 basketball, and lead a bunch of engaging activities.



OPAP LARNACA 3X3

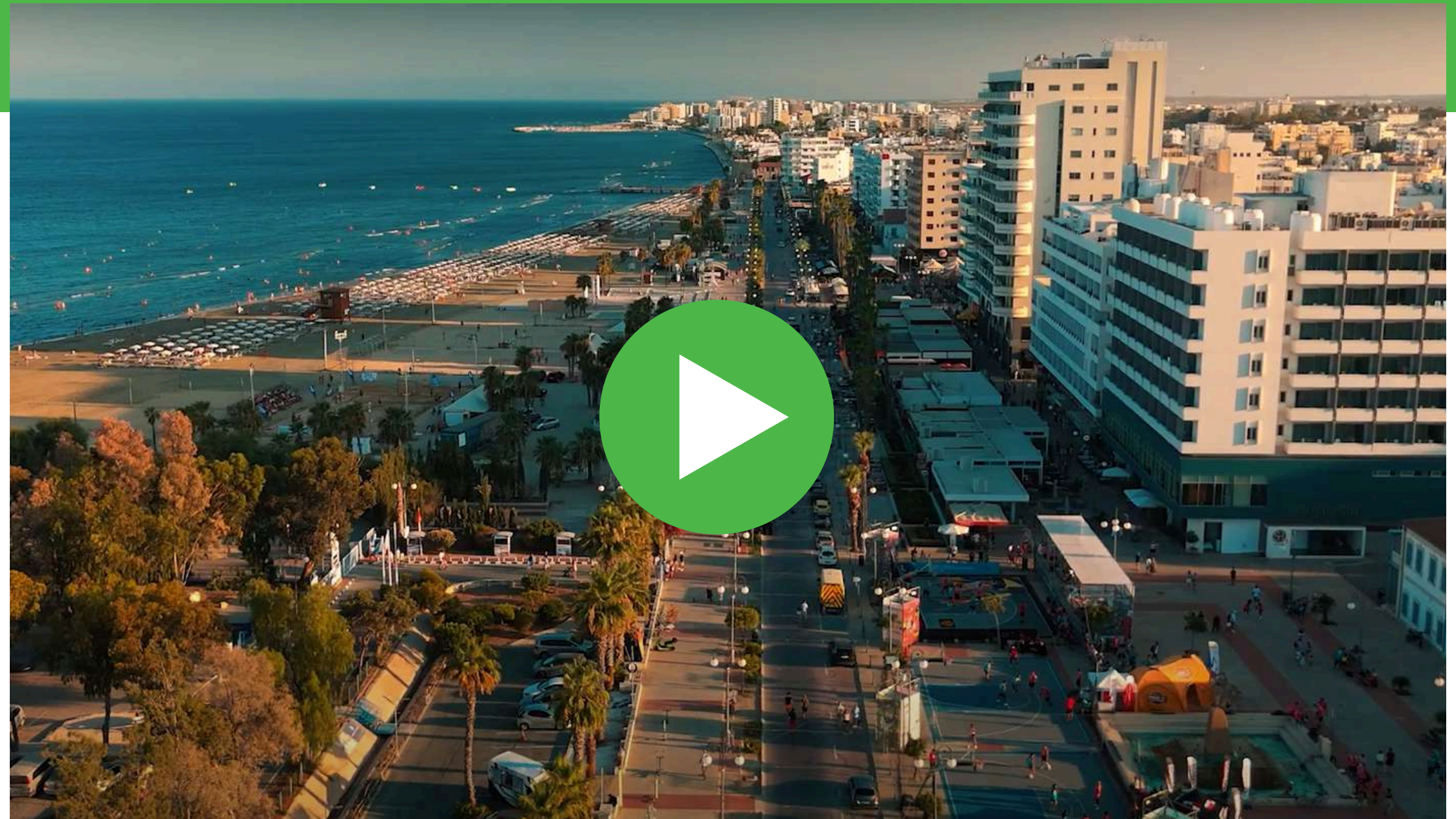


www.cyprus3x3.com

7 CATEGORIES

42 TEAMS

148 PLAYERS



OPAP NICOSIA 3X3



www.cyprus3x3.com

5 CATEGORIES

36 TEAMS

109 PLAYERS





CSR

We hosted a successful activation during the OPAP Nicosia 3x3: Mental Health in Sports! The conference 'I'm NOT a robot, I'm a ~~super~~ child!' was held on Saturday (9:00-13:30) at the Olympic Hall in Nicosia. Together with GDASports, Cyprus Basketball Federation, Cyprus Sports Organization, and OPAP Cyprus, we promoted mental health awareness among young athletes. We were thrilled to equip our children with the mental strength they need to thrive.



OPAP LIMASSOL 3X3

+ OPAP CYPRUS 3X3 FINALS

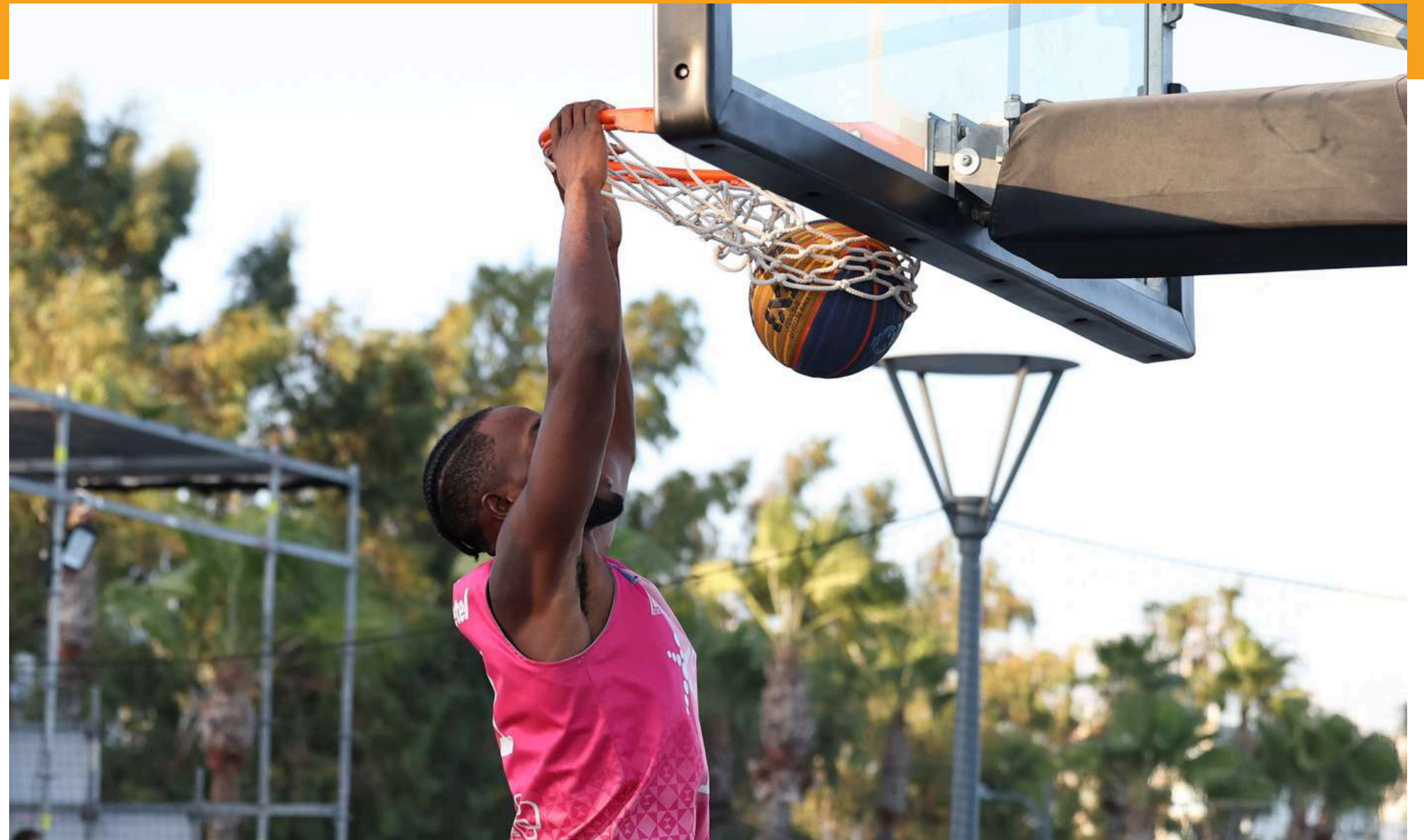


www.cyprus3x3.com

9 CATEGORIES

78 TEAMS

313 PLAYERS





CSR

We had a pleasure of hosting a special community game at the OPAP Cyprus 3x3 Finals on the Sunday of September 1st for the support of Little Heroes Foundation! In collaboration with current and former Olympians and other public figures such as: Yiannis Armeftis, Kyriakos Ioannou, Nataliia Dobrynska, Stavros Michaelides, Louis Nicolaou, Loucas Furlas, Milan Trajkovic, Melina Metaxa, Apostolos Parellis and Marios Georgiou.

Together, we're raising awareness for the brave little heroes fighting cancer.



2024

OPAP CYPRUS 3X3 FINALS



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2024

OPAP LIMASSOL 3X3



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2024

OPAP LIMASSOL 3X3



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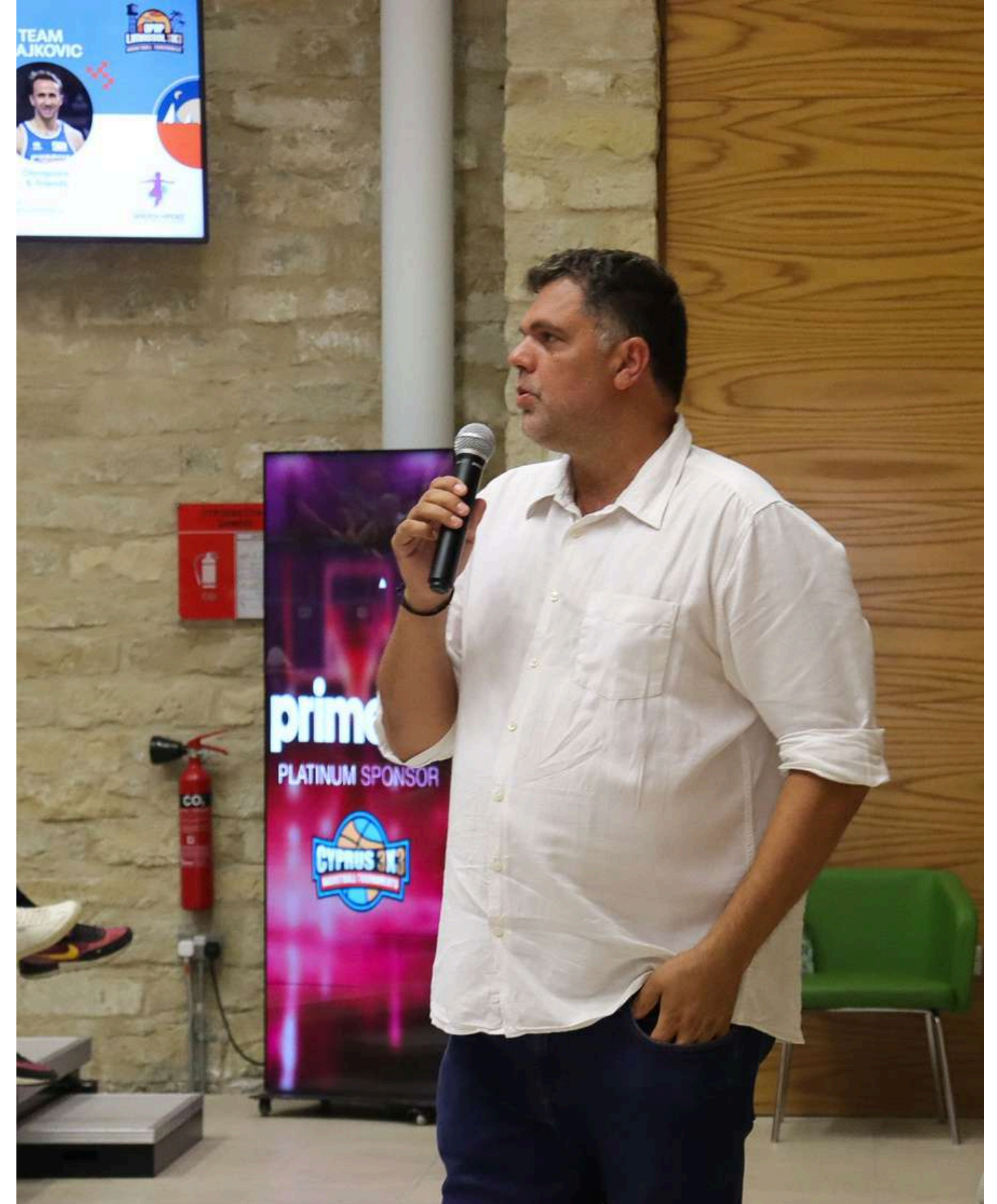


2024

SPORTS CONFERENCE

On August 31st, we had the privilege of hosting a Sports Conference with 100 participants in conjunction with the OPAP Cyprus 3x3 Finals. Our guest, former basketball player Dimitris Papanikolaou, inspired the audience with a motivational speech about his personal journey and experiences on the autism spectrum. Following his talk, a panel discussion was held with Yiannis Armeftis Mayor of Limassol, Themis Apostolides Ministry, Andreas Mouzourides CBF, Evripides Manoullou Cyprus 3x3, Dimitris Papanikolaou and Stavros Michaelides Cyprus Sports Organisation, and Dimitris concluded the event by presentation of his new book.

www.cyprus3x3.com

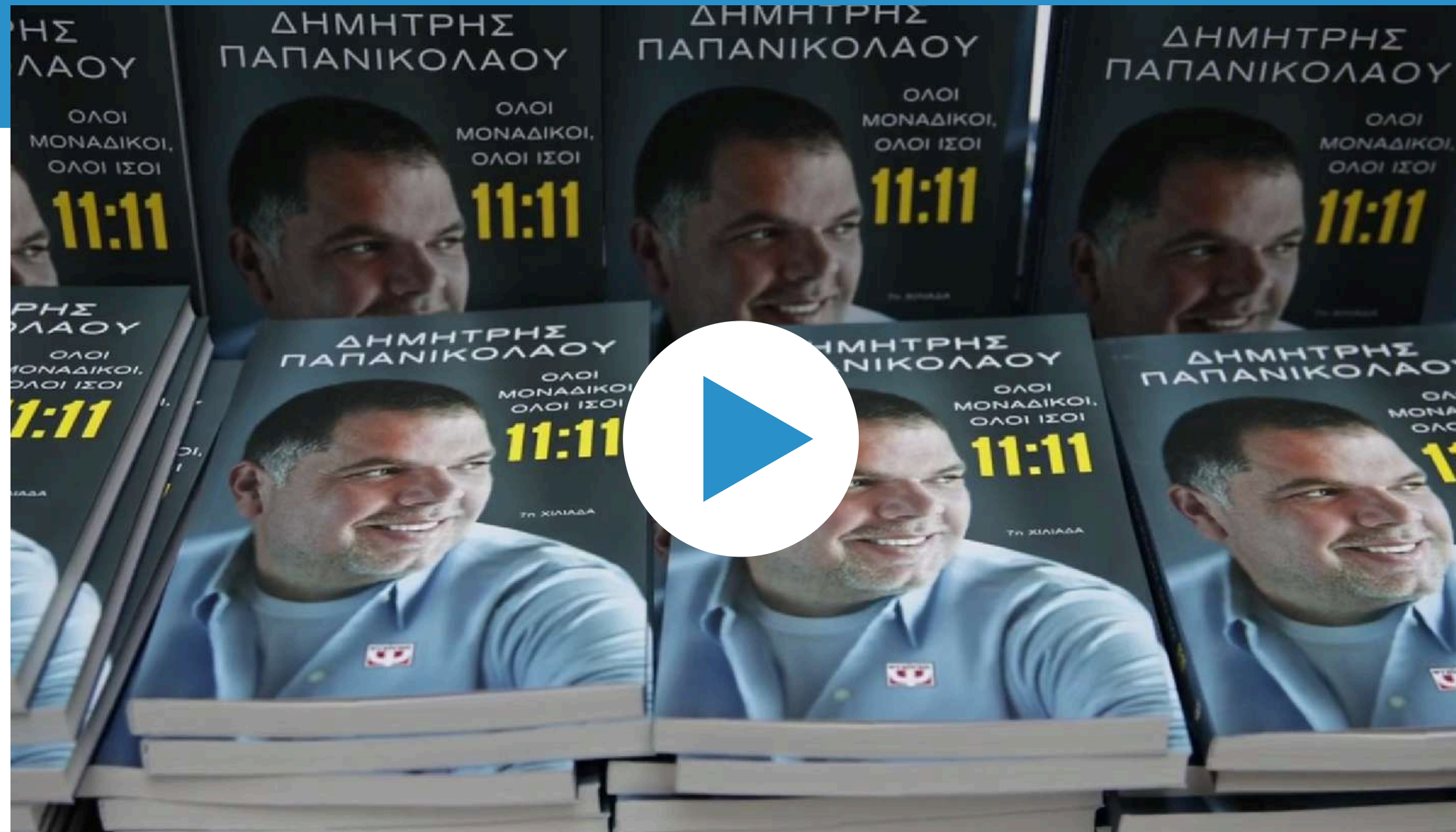


2024

CONFERENCE RECAP



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2024

Thank you.

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